LEO BURNETT U.S.A.
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New National Smoker Study:

Merit Taste Impresses Toughest Critics.

'Enriched Flavor' tobacco proved satisfying even to high tar smokers in latest research.

What do smokers of high tar cigarettes—the toughest taste critics of low tar smoking—have to say about low tar MERIT?

Read what they thought in a new, nationwide research effort.

Confirmed: Majority of high tar smokers rate MERIT taste equal to—or better than—leading high tar cigarettes tested! *Cigarettes having up to twice the tar.*

Confirmed: Majority of high tar smokers confirm taste satisfaction of low tar MERIT.

And current MERIT smokers reported:

Confirmed: 85% of MERIT smokers say it was an "easy switch" from high tar brands.

Confirmed: Overwhelming majority of MERIT smokers say their former high tar brands weren't missed!

Confirmed: 9 out of 10 MERIT smokers not considering other brands.

This ability to satisfy over long periods of time could be the most important evidence to date that MERIT is the first real taste alternative for high tar smokers.

Kings: 8 mg "tar," 0.6 mg nicotine—
100's: 11 mg "tar," 0.7 mg nicotine av. per cigarette, FTC Report May '78

Warning: The Surgeon General Has Determined That Cigarette Smoking Is Dangerous to Your Health.

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MERIT

Kings & 100's

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